



# Marketing: CREATING A NEWSLETTER

Deborah Long, [Triangle Jewish Genealogical Society](#) (2015)

Remember the old days when a newsletter was typed on a ditto master? Or on a mimeo machine? Today a newsletter can be a simple word-processed document taken to Office Max or Staples, copied, and put in an envelope with a stamp.

Or even better, a newsletter can be designed on a [Word template](#) and then attached as part of an email to all of your members. If you can convert the Word document to [PDF format](#) makes the document even easier to share.

My preference is to combine newsletter design with the distribution of that newsletter to my members. Many organizations use [lcontact](#) because it offers a substantial discount for small nonprofits. A number of other newsletter creation/distribution companies, such as [Constant Contact](#), offer this arrangement as well.

A few tips on newsletters:

- They have to go out with regularity, such as monthly.
- Online communications need to be short. Grab attention with photos, short text, good stories, good research tips.
- Proofread. Better yet, have someone else proofread the newsletter.
- Some JGSes use Facebook instead of sending out a newsletter. As long as your members know how to use Facebook, this is a great alternative and very appealing to younger members.

Read more tips about newsletter design [here](#).

Getting content for your newsletter can be easy. Have your newsletter editor subscribe to free genealogy newsletters available online and borrow (with attribution and quotations, where appropriate of course.) Here are some newsletters:

<http://blog.eogn.com/>

<http://blogs.ancestry.com/ancestry/>

<http://lialouisecooke.com/>

For Jewish genealogy, subscribe to [JewishGen Special Interest Groups](#) (SIGs). You'll be inundated with great news and tips.

Many JGSes are willing to put you on their mailing list for free so you can read their newsletters. Here are some email addresses to JGS newsletter editors:

Tina Korn, editor JGS Palm Beach  
County  
[TinaGen10@gmail.com](mailto:TinaGen10@gmail.com)

[daniel.teichman@bluewin.ch](mailto:daniel.teichman@bluewin.ch)

Newsletter editor JGS of NYC  
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Feel free to look at the Triangle JGS' newsletters [here](#). We'd welcome your feedback!